

River Lane Ranch

2222-137th Ave NE

Edmonton, Alberta T6S 1C4

(780) 964-3001 or (780)399-3001



To Whom It May Concern:

River Lane Ranch is hosting our 6th All Breed Horse Show & our 2nd Annual TGCA Gypsy Cob Horse Show on June 8th and June 9th, 2024.

This is our second year hosting the Summer Classic All Breed and Traditional Gypsy Cob Horse Show. Every show we host we create something that is beyond the standard typical horse show, and we go out of our way to really reward those who are showing, highlight the incredible horses who attend, and spotlight the sponsors who so generously support them.

This show is a two day All Breeds & Traditional Gypsy Cob horse show that will be bigger and even better than last year's amazing show! Our judges are once again flying into Edmonton from England and the USA, and our participants will have another rare opportunity to experience judging and guidance from some of the most notable horsemen and horsewomen in the world.

In addition to the horse show...on Friday July 7th at 7:00 pm, we'll be running an evening TGCA Evaluation Gala Event. Participants will be showing their horses for evaluation in their finest attire for an evening of celebration of the Gypsy Cob Breed. Our events are always extra special, fun, encouraging, and create a safe space for everyone to shine, learn, grow, and be rewarded for their hard efforts.

River Lane Ranch has a huge social media following. With over 105K on Instagram, almost 400K on TikTok and 121K on Facebook this event is sure to draw a crowd and interest for all followers in person and virtually. This one-of-a-kind event is sure to create a lot of attention and will be an amazing opportunity for businesses to advertise their products and services, along with supporting those who want to have fun, learn, and show their horses.

With amazing prizes, added money classes, world show TGCA judges, a unique trail obstacle course, live music and dance on the Saturday night, vendors and so much more ...we are sure to knock it out of the park!

This is where you come in!

In order to turn up the dial on this show, and really knock it out of the park... we need your help.

Please see our sponsorship packages listed below.

Platinum Title Sponsors:

\$2500.00

- VIP Table – Snacks and custom Gifts
- Sponsor of Supreme Halter Class
- Feature your literature or business details at the hospitality table.
- Acknowledgement as a major event sponsor on social media with several posts advertising your business and logo.
- Your logo and website link posted on our website.
- A full-page color ad in the horse show program directing people to your business.
- Name recognition throughout the two-day horse show via our announcer.
- You may provide us with a banner to hang inside the arena as well during the event.
- Free premium 10x10 vendor space to advertise your business during the event.

Gold VIP Sponsor - \$1500.00

- 1/2 Page color ad in the program
- Name recognition throughout the day via our announcer.
- You may provide us with a banner to hang inside the arena as well during the event.
- Sponsorship of Championship class
- Social media recognition posts with your logo and/or about you and your business.
- Free premium 10x10 vendor space to advertise your business during the event.

Silver \$750.00

- 1/3 page ad in the program
- Acknowledgement as a sponsor via social media and during the event.
- Logo recognition on our website
- Sponsor of 2 classes in the horse show
- Display your banner in the arena

Keeping It Real – Bronze Sponsor \$500.00

- Acknowledgement as a sponsor at the show via social media and at the event.
- 2.5x4 size business card size ad in the program.
- Sponsorship of one class
- Banner in the arena

Additional Sponsorship Opportunities:

Sponsor a class:

Sponsor a class in the horse show. We'll announce your name at the show and credit you as the sponsor of this class. - \$50.00

Donate new prizes to be won by those attending the show. Example – Horse feed, products, western décor, western wear etc. – Cost varies (all items must be brand new)

Additional Notes

For more information on the show and to see the show package and schedule please go to www.riverlaneranch.com and click on the Horse Show tab.

Due to planning, advertising & printing deadlines we require all sponsorship to be confirmed and received by May 15th, 2024.

Your generosity is greatly appreciated, and we thank you in advance. If you have any questions or concerns, please contact Jessica Baird (780)964-3001 or email horseshow@riverlaneranch.com.

Sincerely,

River Lane Ranch